

Message Text

UNCLASSIFIED

PAGE 01 TAIPEI 06635 040519Z

11

ACTION EA-10

INFO OCT-01 ISO-00 EB-06 RSC-01 /018 W

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R 040411Z NOV 74

FM AMEMBASSY TAIPEI

TO USDOC WASHDC

INFO SECSTATE WASHDC 3343

UNCLAS TAIPEI 6635

USDOC FOR OIM/FE SONNE

E.O. 11652: N/A

TAGS: BEXP, TW

SUBJECT: EVALUATION OF PTR NO.2 ELECTRONIC CALCULATORS

REF: A) STATE A-5861 OF 7/16/74, B) STATE 235665 OF 10/25/74

1. POST REGRETS THAT AMID JULY-AUGUST RELOCATION OF ECON/COMMERCIAL SECTION PERSONNEL AND MATERIALS, REF(A) WAS INADVERTENTLY MISPLANCED. REF(A) WAS FORWARDED TO TRADE CENTER 10/31/74 FOR EVALUATION.

2. POST'S INITIAL IMPRESSION OF SUBJECT PTR IS THAT TAIWAN WILL NOT OFFER US MANUFACTURERS OF ELECTRONIC CALCULATORS A SUBSTANTIAL MARKET. A PRELIMINARY REVIEW OF FT410 EXPORT STATISTICS REVEALS THE FOLLOWING:

A) THE MOST RELEVANT SITC CATEGORIES ARE:

7142035 - CALCULATORS, NON-PRINTING, ROTARY AND
KEY-DRIVEN, ELECTRIC, NEW

7142045 - CALCULATORS, PRINTING, NEW

7142050 - CASH REGISTERS, INCORPORATING A CALCULATING
DEVICE, NEW

(US\$000)

	VALUE	VALUE	VALUE	VALUE	VALUE
SITC NO.	69XPTS	70XPTS	71XPTS	72XPTS	73XPTS

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7142035	14	0	43	73	188
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7142045	21	0	0	23	65
7142050	0	0	0	12	0
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TOTAL	35	0	43	108	253

LOW IMPORT OF SUBJECT PRODUCT FROM US IS DUE TO FACT THAT THE ELECTRONICS INDUSTRY IS NOW TAIWAN'S FASTEST GROWING MAJOR INDUSTRY AND ITS SECOND LARGEST FOREIGN EXCHANGE EARNING INDUSTRY. THE VALUE OF EXPORTS OF ELECTRONIC CALCULATORS ACCOUNTS FOR ABOUT 2 PERCENT THE TOTAL VALUE OF TAIWAN'S EXPORTS OF ELECTRONIC PRODUCTS. PRELIMINARY TALKS WITH RELEVANT ASSOCIATIONS, HOWEVER, REVEAL THAT LOCAL PRODUCERS OF ELECTRONIC CALCULATORS FACE STIFF COMPETITION FROM FOREIGN PRODUCERS OF CHEAPER CALCULATORS WITH MORE SIMPLIFIED CIRCUITRY FOR THE SAME FUNCTIONS. MORE DEFINITIVE ANALYSIS OF THIS PRICE/QUALITY FACTOR IN MARKET COMPETITION WILL BE FORTHCOMING PER SCHEDULE IN PARA 3 BELOW.

3. POST MARKET RESEARCH STAFF CURRENTLY FINALIZING (A) ANALYSIS OF "TIR TEN BEST PROSPECTS LIST", (B) ANALYSIS OF MARKET FOR US MANUFACTURED LIVESTOCK AND DAIRY PRODUCTION EQUIPMENT, AND (C) DESK STUDY ON "INDUSTRIAL HEATING AND COOLING EQUIPMENT". THESE CARRY SHORT PRIORITY DEADLINES. RESEARCH STAFF ALSO CURRENTLY EVALUATING COMPLETED "HOTEL AND RESTAURANT EQUIPMENT" MARKET SURVEY AND "AIR AND WATER PURIFICATION AND POLLUTION CONTROL EQUIPMENT" GLOBAL MARKET SURVEY. IN VIEW OF CURRENT WORKLOAD, POST WILL BE ABLE TO BEGIN EVALUATING SUBJECT PTR BY NOVEMBER 15 AND SUBMIT EVALUATION TO COMMERCE BY DECEMBER 15.

4. IN THE FUTURE, TO FACILITATE MARKET RESEARCH RELATED MESSAGES' REACHING APPROPRIATE OFFICERS, REQUEST DOC DESIGNATE "PASS TO TRADE CENTER" ON ALL SUCH CABLES AND AIRGRAMS.
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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 04 NOV 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1974TAIPEI06635
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D740315-0422
From: TAIPEI
Handling Restrictions: n/a
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Legacy Key: link1974/newtext/t19741172/aaaacjhg.tel
Line Count: 96
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Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
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Reference: A) STATE A-5861 OF 7/16/74, B) STATE
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Review Content Flags:
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Review History: RELEASED <12 NOV 2002 by boyleja>; APPROVED <11 DEC 2002 by MorefiRH>
Review Markings:

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30 JUN 2005

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Secure: OPEN
Status: NATIVE
Subject: EVALUATION OF PTR NO.2 ELECTRONIC CALCULATORS
TAGS: BEXP, TW
To: COM
Type: TE
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